AMENDMENTS TO THE CLAIMS

1.   (currently amended) An enterprise media distribution system comprising:

a central server system, located at a service provider, comprising one or more central servers;

a chain network system, in communication with the at least one chain server by way of a computer network configuration facilitating the exchange of information between the chain network system and the central server system;

a client server system, wherein the client server system is connected to the communications network, comprising a local advertising data layer located at a store geographically separated from the central server system, and geographically separated from the chain network system, for use in providing a broadcast, wherein said client server system is in communication through said computer network configuration with the chain network system;

at least one client player device placed at each of the store locations, each of the client player devices being independently supported and in communication with an internal audio/visual system installed in the facility at a respective store location, wherein said client server system is in communication through a computer network configuration with the client server system facilitating the exchange of information between the client player devices and the central server system;

an independent media broadcast customizable by a business operator or advertiser supported on each of the client server systems and comprising at least one of an audio, a visual, and informational media content thereon that may be specific each of the particular store locations in which the at least one client player device is located; and

an interface layer that allows the client server system to selectively interact with a data layer at the central server system to allow each local store to actively modify the data layer, located at the service provider, while the data is still resident at the service provider, a location that is geographically remote from each local store, to create a unique audio program consisting of customized music and customized general advertising, and wherein the data layer is customized by the interface at each local store, such that control over the audio program is experienced locally at the client server system, disseminated remotely from the central server system, and introduced into a store by the at least one client player device.

2.   (original) The enterprise media distribution system of claim 1, wherein said customizable media broadcast comprises media selected from the group consisting of, audio data, video data fed to video screens located at a business location, advertisements, announcements, and other informational content.

3.   (original) The enterprise media distribution system of claim 1, wherein said chain server comprises an updating server.

4.   (original) The enterprise media distribution system of claim 1, wherein said chain server comprises a caching server.

5.   (currently amended) An in-store media broadcasting system comprising:
        a central server having a data layer;
        a chain server having a data layer, wherein the chain server is connected to the central
                server via a computer network;
        a client player device having a presentation layer for use in providing and controlling a
                customizable media broadcast, the client player device in communication with the
                chain server; and
        an interface layer that selectively interacts with the data layer and the presentation layer,
                while the data is still resident at the service provider, a location that is
                geographically remote from each local store, wherein control over the broadcast is
                experienced locally at the client player device, wherein said broadcast is
                customizable by a business operator or advertiser.

6.   (currently amended) A method for establishing an enterprise media distribution system for broadcasting media at one or more business locations existing within a business chain, said method comprising:
        equipping a business chain with at least one chain server operable within a chain server
                system, said chain server operated and managed by business chain personnel;

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connecting, via a computer network, said chain server to a central server system comprising at least one central server to facilitate the exchange of information between the chain server and the central server, said central server comprising broadcast data retrievable by said chain server, <u>wherein said chain server is structured to selectively interact with a data layer at the central server system to allow the chain server to actively modify the data layer, located at the service provider, while the data is still resident at the service provider, a location that is geographically remote from each local store and geographically remote from each chain server, to create a unique audio program consisting of customized music and customized general advertising, and wherein the data layer is customized by the interface at each chain server, such that control over the audio program is experienced locally at the chain server, disseminated remotely from the central server system, and introduced into a store by the at least one client player device;</u>

connecting one or more client player devices located at respective remote business chain locations to said chain server system via a computer network to facilitate the exchange of broadcast and broadcast-related data between said chain server and said client player devices;

causing each of said client player devices to communicate with the chain server to exchange broadcast and broadcast-related data, said client player devices capable of running independent, in-store media broadcasts customizable by a business operator or advertiser.

7.   (original) The method of claim 6, wherein said chain server system comprises a local area network or business Intranet.

8.   (original) The method of claim 6, wherein said customizable in-store media broadcast is controlled substantially by said chain server.

9.   (original) The method of claim 6, wherein said customizable in-store media broadcast is controlled substantially by said client player device.

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10. (original) The method of claim 6, wherein said chain server comprises an updating server.

11. (original) The method of claim 6, wherein said chain server comprises a caching server.